



Zander Consulting, LLC

Scope of Services

□ **Strategy Meetings and Consultations**

- Attend meetings and/or conference calls, as requested to discuss project progress, roles and responsibilities, strategies, and timelines. Monthly meetings are recommended at a minimum, but may occur more frequently as needed.
- Develop an overall referendum communications campaign and implementation schedule.
- Coordinate the format, launch, and maintenance of all referendum information for the district website with the technology coordinator.

□ **Media Relations**

- Includes research, writing, editing, and delivery of press releases to the district for submission to the local media throughout the pre-referendum process (a minimum of three releases expected).
- Prepare talking points/key messages to be used by district personnel and board members when speaking with the media and during community group presentations.
- Approved/final media releases will be posted on the district's website.

□ **Key Communicators (to be determined)**

- Facilitate meetings with district designated key communicators. The specific number of meetings will be determined by the District.
- Meetings are conducted to discuss strategies and garner feedback leading up to the vote.

□ **Fact Sheets/FAQs/Flyers**

- Research, write, edit, and design a fact sheet/FAQ/flyer including the project details.
- Approved/final fact sheets/FAQs/flyers will be posted on the district's website.

□ **Newsletter**

- Research, write, edit, design, and coordinate the production of one (1) four to six page referendum newsletter to be mailed to all households in Bound Brook.
- Prepare a task plan and potential content for newsletter
- Timing for the distribution of any district publication will be determined at initial planning meeting.
- Approved/final newsletter will be posted on the district's website.



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□ Referendum Open House/Tours (to be determined)

- Coordinate referendum open houses and tours whereby members of the public can secure information about the proposed plan and ask questions of the district administration and project professionals.
- Prepare announcements/flyers/backpack stuffers promoting the open house.
- Prepare and coordinate the collateral materials to be distributed to the public at these and other referendum related events.
- All approved and final versions of 1 materials will be posted on the districts website.

Please note that the cost of newsletter proofs, printing, and postage are separate from the Zander Consulting fee and will be paid directly to the printer and post office completing the project. Zander Consulting will assist the district to develop the printing specifications and solicit quotes on the board's behalf unless printing is to be completed by District personnel.

Assignment Fee

The fee for the referendum communications services as outlined above is \$8,400.00, payable in six (6) equal installments of \$1,400.00 commencing immediately and with the signing of the agreement. Monthly invoices will be submitted thereafter based upon the scope of work identified.

Schedule

Zander Consulting is prepared to commence with the services outlined herein on or about July 1. It is understood that all activities are structured to meet a referendum date of September 30, 2014.

Assignment Terms and Conditions

Any time expended by consultant for services not identified herein but requested by the Board will be invoiced at an hourly rate of \$100.00, plus expenses.

Please note the school district is responsible for any out-of-pocket expenses including printing, postage, and distribution of any and all collateral materials created to communicate the referendum plan. The district may choose to use its local printer for the production of materials, or the consultant can coordinate a printer and the invoice for printing costs will be sent directly to the district for payment. *Zander Consulting does not mark up the costs of printing.* The consultant makes no guarantees or claims about the referendum results.


Either party may terminate this agreement with thirty (30) days' written notice. Such notice will be effective upon receipt. The district will pay for all fees and expenses incurred by the consultant up to the effective date of termination.



Zander Consulting, LLC


The parties hereto have executed this proposal agreement.

Bound Brook Board of Education


Name/Title Cliff DeSBA

6/30/14
Date

Zander Consulting, LLC


Name/Title Terry-Ann Zander, Managing Member

7-9-14
Date